

April 27, 2012

VIA EMAIL

Mr. Rick Scott
Administrative Services Division
City Hall, Room 224
200 N. Spring Street
Los Angeles, CA 90012

2012 MAY -7 AM 8:25
RECEIVED
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RE: Downtown Center Business Improvement District: 2012 First Quarter Report

Dear Mr. Scott:

We are pleased to provide you with the required reporting of the activity for the Downtown Center Business Improvement District (DCBID) for the first quarter of 2012:

Public Space Management Programs: Annual Budget \$3,173,861

Safety Services - We contract safety services through Universal Protection Services (UPS). Patrol services are in place 24 hours a day, seven days a week and are deployed on foot patrols, bicycles and vehicles from the Service Center facility located at 528 South Spring Street. Safety personnel responded to 30,322 calls for service and self-observed incidents, as well as providing directions and assistance to 4,652 citizens during the months of January, February & March.

The Safety Patrol focused on quality of life issues that were spiking in all areas of the district. Business's throughout were being effected by aggressive transient behavior. This prompted the DCBID to focus strategic patrols in the areas and also a request to LAPD for an increased presence of law enforcement personnel.

The Safety Patrol conducted refresher training on the following topics:

- Customer Service
- Officer Safety
- LAFD CERT Training
- Impact Weapons
- Cultural Diversity

The DCBID conducted an RFP (Request for Pricing) for Security Services that started late last year. After vetting several security companies, the DCBID CEO Carol Schatz, Board of Directors and Staff selected "Universal Protection Services" to continue as our security provider.

Maintenance Services - We contract maintenance services through Chrysalis, a neighborhood nonprofit organization that offers employment opportunities to the homeless and economically disadvantaged.

Maintenance worked hard on removing the growing amount of ground-level graffiti and targeted problem areas within the district. High-rise graffiti was reported to the city.

Maintenance sweeper crews swept the sidewalks, emptied trash receptacles, removed illegal decals, scraped gum from public phone booths and provided graffiti removal as detailed above. The maintenance crew also deployed an M-20 sweeper/scrubber and M636 vacuum machine to pick up large items of trash on sidewalks. Maintenance crews collected 25,254 bags of trash and removed 52 abandoned shopping carts during the months of January, February & March

BID ACTION (Homeless Outreach Team) - The DCBID Homeless Outreach Team is comprised of a mix of personnel from Chrysalis and UPS working together to assist the homeless. The ultimate goal of the outreach team is to assist getting those in need into stable housing or drug/alcohol programs.

In the last quarter, the homeless outreach team conducted homeless counts that averaged 125 homeless persons who sleep within the DCBID boundaries every night.

Communications, Marketing and Economic Development Programs: Annual Budget \$1,659,650

Communications & Marketing:

Valentine's Day – January 30 – February 14

The DCBID promoted the 5 Things to Love About Downtown for Valentine's Day. Campaign elements included:

Landing Page - www.downtownla.com/valentines

The landing page promoted Romantic Dining, Unique Shopping/Gifts, Hotel Packages, Singles Events and Places to Propose with links to extensive content provided by Downtown businesses/venues.

On-line Sweepstakes

The DCBID conducted a sweepstakes drawing to win a romantic weekend Downtown that included: a two-night stay at the Omni, tickets to the LA Philharmonic, dinner at Café Pinot and a set of his and her watches, courtesy of St. Vincent's Jewelry Center. Total prize value was over \$1,700. This program also encouraged database sign-ups.

KOST Radio

The DCBID promoted the Valentine's Day campaign and sweepstakes through a partnership with KOST radio. On-air and online streaming ads ran February 6 – 12.

Downtown News

A half page ad will be featured in the February 6 edition of the Downtown News.

Results

- Landing Page:

- Nearly 17,400 pageviews (an increase of 49% over 2011)
- Sweepstakes Entries:
 - 819 total entries
 - Nearly 400 email newsletter opt-ins

eNewsletter – The DCBID's monthly e-newsletters were sent to over 19,000 current subscribers.

Property Owner Quarterly Newsletter – The January – March issue of the quarterly Newsletter was produced and sent out to all stakeholders in early January..

Website – Updates made to the website included posting new businesses and upcoming events, and thoroughly cleansing DowntownLA.com of old content and invalid links. We also added a list of Charity & Volunteer Opportunities to our Community Resources page. Other major updates to DowntownLA.com are nearly complete, including the following:

- Our popular interactive map will soon display business results from our directory, instead of Google Local.
- This interactive map has also been revised for accuracy and will soon be displayed in a new, more user-friendly format.
- Search results maps in the Directory will soon highlight businesses as you mouse over them in the results list.
- DowntownLA.com data was enhanced for use with the soon-to-launch Downtown LA smartphone app.

These updates are expected to go public in late-April.

Smartphone Application

The DCBID Smartphone applications for the Android and iPhone platforms were approved by their respective Marketplaces and are now fully operational. The Windows platform was not approved and will be resubmitted. Promotion of the apps will begin, including email newsletters, DowntownLA.com email newsletters, postcard distribution, updated kiosk graphics, Facebook & Twitter outreach, and more.

Photo Library

The marketing department is working on compiling a comprehensive database of photos showing the life and vibrancy of Downtown LA. The next shoot is planned for the Bunker Hill steps/Maguire Gardens in April. In addition, we will be shooting Fiesta Broadway, Pow Wow and other special events throughout spring.

Downtown Guides Program

The Downtown Guides have been active in their outreach to businesses, residents and visitors in the Downtown Center. The Guides were present at the monthly Art Walks and the weekly Farmer's Markets. In addition, the Guide's conducted their monthly Info Square and promoted Valentine's Day, St. Patrick's Day and DINE LA.

Throughout 1st quarter, the Guides distributed over 75,500 pieces of collateral, including nearly 28,600 Downtown Directories, 47,250 Welcome Maps, and various pieces promoting venues in Downtown.

They gave over 7,500 directions to places in Downtown, including restaurants and public transportation and contacted nearly 600 businesses.

In addition, we received 24 positive email comments about our Downtown Guides throughout the quarter.

Sampling of Visitor Comments:

- *Mark Ferem thank you!! Thank you downtown center business improvement district!! I had a great time in LA! Thank you for the directions, map, and most of all a friendly smile!!! – Chris C.*
- *I was greatly assisted by one of your staff named Katrina on 5th and Figueroa about a couple of days ago. As an out of town visitor from Canada, I was in need of practical information to help me with planning my day's trip into town, which my hotel staff could not provide. Katrina offered friendly and informative help. She provided me with accurate information about the public transportation system as well as directions to my destinations all with an enthusiastic smile. – Kay L.*

Welcome Bags - The DCBID has been proactively reaching out to all residential communities and office buildings in the Downtown Center to see if they need welcome bags and/or any collateral. We delivered nearly 502 welcome bags this quarter (not including the housing tours).

Public Relations

The DCBID and our public relations firm, Grayling actively pursued, or is currently pursuing, press coverage for the following: new website features, Valentine's Day, Don't Just Work...Workout in Downtown and the Downtown LA app launch

Marketing Roundtable Meetings – The DCBID hosted its monthly Marketing Roundtables, which is attended by over 60 Downtown Businesses. The businesses shared their marketing activities to bring people to the area and learned about the DCBID's efforts to support businesses in Downtown through its targeted marketing programs.

Annual Meeting

The DCBID Annual Property Owners Meeting is scheduled for May 8 at 7:45am at the Los Angeles Athletic Club. Invitations were mailed out the first week of April. The 2011 Annual Report will be presented and Council members Perry and Huizar and LAPD Captain Horace Frank have been invited to make brief presentations as well.

Jurors' Guide

The Jurors' Guide has been updated and redesigned to be more user friendly to the juror. Upgrades included color-coded map with specific businesses highlighted and integration of the DASH and Metro routes. In addition, the Guide will be given to each Juror upon check-in.

Expo Line Street Festival

The Marketing Department worked with Metro on a 7th Street Festival to be held in conjunction with the Expo Line Grand Opening on Saturday, April 28. Outreach to local businesses was done and we will provide Ambassador, Safety and Cleaning services for the event.

DCBID Renewal

The petition process was completed during the month of March and work began on the ballot process. The marketing department designed a postcard to be sent to all property owners that will acknowledge

that they voted yes on the ballot. In addition, calls to major property owners were reminding them to vote YES on the ballot.

Economic Development

DCBID Renewal

We spent the period working with the Marketing Department on the petition process, successfully reaching the threshold for taking the next step of the DCBID renewal process.

7th Street Retail Recruitment Program

- A new Economic Development Associate who will start with the DCBID in mid-April and will be our primary canvasser for this program.
- We re-scheduled a tour date with a regional home furnishings tenant for May.
- We met with four retail commercial real estate brokers who are interested in helping us with our program
- We toured a casual menswear store.
- Final design took place for the 7th Street Retail Recruitment marketing tri-fold brochure.
- A tour was given to a local boutique commercial real estate brokerage firm that is interested in helping us with our recruitment program. Other tours, included the following:
- SPIN Galactic – A New York, celebrity-owned Ping Pong club, restaurant and lounge committed to opening Downtown
- Guess – A group of Guess executives was given a downtown market tour
- BCBG Max Azria – Principals were given an extensive tour introducing them to Downtown's growing residential and retail scene.

7th Street Stakeholder Meeting

We facilitated a meeting in our office for retailers, bars and restaurants that operate along 7th Street to talk about how quality of life issues are negatively impacting their businesses. The LAPD was present and we are working on strategy to improve conditions.

Conditional Use Permits and Land use

We referred four prospective Downtown business owners/developers to C.U.P. expeditors and/or land use planning consultants.

Grand Opening of Tossed

On March 13, we participated in the Grand Opening Tossed, a quick service salad and wraps business, located at 700 Wilshire Boulevard. We recruited Tossed to the DCBID.

Investor Outreach

We are seeing significant activity from real estate firms looking for investment opportunities.

Landlord Outreach

We continued meeting with property owners to promote our working with their leasing teams to help recruit more office and retail tenants.

Office Tenant Outreach

We have facilitated six introductions between prospective Downtown commercial end-users and commercial landlords.

Office Tenant Retention

We met with a broker who is representing a large office tenant who may be considering moving out of the Downtown market.

Residential Market

We are seeing significant interest in development of apartment buildings. There is a shortage of condos to show, including the first release and re-sale units.

American Planning Association

We finalized planning two special tours for the month of April that we will give to delegates from all over the United States.

ULI Urban Marketplace

On March 7, we participated in a roundtable discussion about activity in the Downtown real estate market.

Special Tour

Along with the Marketing Department, we gave a comprehensive tour to Frontiers Magazine for a special Downtown issue that appeared at the end of the month.

Sixth Annual Downtown Dog Day Afternoon at the Cathedral

Planning began for this July community event.

Pershing Square Advisory Board

We participated on the Pershing Square Advisory Board.

Quality of Life Issues

We continue to work with businesses along 7th Street and adjacent to Ralphs to address recent quality-of-life issues.

Hospitality Development

We assisted two Downtown hotel landlords/developers. We also helped ten restaurant/nightlife operators identify potential locations. One of these connections has already come to fruition as a well-known Downtown restaurateur has signed a lease at a space we referred.

Bringing Back Broadway

The DCBID was recognized and honored for its efforts to assist Broadway's revitalization at the January 20th City Council Meeting celebrating the Bringing Back Broadway 4th Anniversary.

Housing Tours

We have seen a continued up-tick in activity, including standing room only tours, with more than 300 attendees for this period.

Business Walking Tours

We had 8 participants during this period and need to do some marketing to increase subscription.

Information Requests

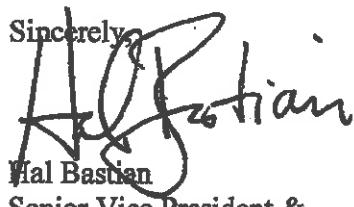
We had about 400 requests.

Administration Program: Annual Budget \$998,920

Downtown Center Business Improvement District has actual revenues over net expenditures of \$1,401,151 versus a projected \$1,457,380 for the three months ended March 31, 2012. The \$56,000 difference is the result of lower-than-expected revenue partially offset by favorable timing differences within the Communications and Marketing programs for Business Recruitment, advertising, sponsorships and ambassador staffing.

After you have reviewed the documents, and if you have questions or need additional information, please feel free to contact me.

Sincerely,



Hal Bastian
Senior Vice President &
Director of Economic Development

Table of Quarterly Expenditures as of December 31, 2012

| 1. Public Space Management | \$ 3,173,861 | \$ 727,605 | \$ 727,605 | \$ 807,288 |
|-------------------------------|--------------|--------------|--------------|--------------|
| 2. Communications & Marketing | \$ 1,659,650 | \$ 296,141 | \$ 296,141 | \$ 443,150 |
| 3. Administration | \$ 998,920 | \$ 274,914 | \$ 274,914 | \$ 235,155 |
| 4. Total | \$ 5,832,431 | \$ 1,298,660 | \$ 1,298,660 | \$ 1,485,593 |



2012 JUL 31 AM 11:41

July 31, 2012

VIA EMAIL

Mr. Rick Scott
Administrative Services Division
City Hall, Room 224
200 N. Spring Street
Los Angeles, CA 90012

RE: Downtown Center Business Improvement District: 2012 Second Quarter Report

Dear Mr. Scott:

We are pleased to provide you with the required reporting of the activity for the Downtown Center Business Improvement District (DCBID) for the second quarter of 2012:

Public Space Management Programs: Annual Budget \$3,173,861

Safety Services - We contract safety services through Universal Protection Services (UPS). Patrol services are in place 24 hours a day, seven days a week and are deployed on foot patrols, bicycles and vehicles from the Service Center facility located at 528 South Spring Street. Safety personnel responded to 32,934 calls for service and self-observed incidents, as well as providing directions and assistance to 4,652 citizens during the months of April, May & June.

The Safety Patrol focused on quality of life issues that were spiking in all areas of the district. Businesses throughout were being effected by aggressive transient behavior. This prompted the DCBID to focus strategic patrols in the areas and also a request to LAPD for an increased presence of law enforcement personnel.

The Safety Patrol conducted refresher training on the following topics:

- Customer Service
- Officer Safety
- Impact Weapons
- Pepper Spray Use & Certification
- Cultural Diversity

The DCBID has been contracted by the City of Los Angeles and Grand Performances to assist with Security needs for the Pershing Square Summer Concert Series and Grand Performances, which will take place during the 2nd and 3rd quarters.

Maintenance Services - We contract maintenance services through Chrysalis, a neighborhood nonprofit organization that offers employment opportunities to the homeless and economically disadvantaged.

Maintenance worked hard on removing the growing amount of ground-level graffiti and targeted problem areas within the district. High-rise graffiti was reported to the city.

Maintenance sweeper crews swept the sidewalks, emptied trash receptacles, removed illegal decals, scraped gum from public phone booths and provided graffiti removal as detailed above. The maintenance crew also deployed an M-20 sweeper/scrubber and M636 vacuum machine to pick up large items of trash on sidewalks. Maintenance crews collected 22,035 bags of trash and removed 43 abandoned shopping carts during the months of April May & June

BID ACTION (Homeless Outreach Team) - The DCBID Homeless Outreach Team is comprised of a mix of personnel from Chrysalis and UPS working together to assist the homeless. The ultimate goal of the outreach team is to assist getting those in need into stable housing or drug/alcohol programs.

In the last quarter, the homeless outreach team conducted homeless counts that averaged 134 homeless persons who sleep within the DCBID boundaries every night. During the 2nd quarter, the DCBID Outreach Team was able to assist 3 people check into in-house drug recovery programs in the city of Pomona, CA, effectively transitioning them from homeless.

Communications, Marketing and Economic Development Programs: Annual Budget \$1,659,650

Communications & Marketing:

Moms & Mimosas – Mother's Day in Downtown LA

Each year, the DCBID invites families and their moms to enjoy Downtown's best restaurants for a delicious Mother's Day celebration. Eleven brunches/lunches were promoted with 9 having special offers. The dedicated landing page had nearly 6,000 page views with an average viewing of over 4 minutes on the page.

Branding Campaign – "This is My Downtown"

The marketing department has been working on a branding campaign for Downtown LA. Launching in mid-July, "This is My Downtown" has been designed to be an interactive, testimonial based campaign that will highlight key residents, office tenants, business leaders, and the "man on the street" in describing what they love best about Downtown...where they shop, eat, play, stay, etc.

The campaign has been designed to be adaptable to both traditional and non-traditional forms of media including:

- Print – Los Angeles Magazine, Where Magazine, Downtown News
- Radio – KPCC, Clear Channel Stations
- Web – Facebook, Google Ad Words, blog downtown
- Outdoor – Street Pole Banners in partnership with Figat7th

We have secured the url, www.ThisIsMyDowntown.com which is the platform on which the campaign will be implemented.

Expo Line Street Festival

The Marketing Department worked with Metro on the 7th Street Festival held in conjunction with the Expo Line Grand Opening on Saturday, April 28. We provided outreach to local businesses and Ambassador, Safety and Cleaning services for the event.

LA Film Festival

The DCBID secured an in-kind sponsorship with the LA Film Festival June 14 – 24 at LA Live. In exchange for promoting the festival, the DCBID was included on the festival website, listed as a sponsor in the LA Times Film festival Guide, and we were able to distribute information at the ticketing center and ticket giveaways.

eNewsletter – The DCBID's monthly e-newsletters were sent to over 19,000 current subscribers.

Property Owner Quarterly Newsletter – The April – June issue of the quarterly Newsletter was produced and sent out to all stakeholders in early July.

Jurors' Guide

The Jurors' Guide has been updated and redesigned to be more user friendly to the juror. Upgrades include color-coded map with specific businesses highlighted and integration of the DASH and Metro routes. In addition, the Guide will be given to each Juror upon check-in.

Website

In addition to the monthly maintenance, including posting new businesses and upcoming events, we created the landing page www.DowntownLA.com/promote that outlines details the various ways businesses can promote themselves on our website.

The next steps in database upgrades include:

- New business registration form
- Promo which highlights new businesses
- Additional updates Business Details pages
- Featured highlighting of businesses with specials in search results
- Addition of Neighborhood to business search on full site
- Mobile admin system for use by Downtown Guides

Smart Phone Application

The DCBID Smartphone applications for the Android and iPhone platforms were approved by their respective Marketplaces and are now operational. The Windows platform was not approved and will be resubmitted. Promotion of the apps will begin, including email newsletters, DowntownLA.com email newsletters, postcard distribution, updated kiosk graphics, Facebook & Twitter outreach, and more.

Downtown Guides Program

UPS took over the contract for Ambassador services on April 9. During the quarter, the Downtown Ambassadors were active in their outreach to businesses, residents and visitors in the Downtown

Center. The Guides were present at the weekly Farmer's Markets and deployed at special events including having a staffed kiosk at LA Live for Pow Wow, the Amgen Tour of California and the X-Games.

During the quarter, the Ambassadors distributed over 80,000 pieces of collateral, including nearly 75,000 Welcome Maps, and various pieces promoting venues in Downtown. They gave over 4,200 directions to places in Downtown, including restaurants and public transportation and contacted 212 businesses.

Sampling of Visitor Comments:

- *This afternoon I stopped and chatted with one of your 'Purple Patrol' staff at Seventh and Flower and she was very friendly, knowledgeable and helpful to me and all the others that had questions. One guy from New York asked where a Western Union office was, I did not know, Maira did not know so she looked it up and got the address for him and got on her radio to confirm in a matter of moments. This service the Purple Patrol is doing is so great for Los Angeles and I thank you. I remember 25 years ago that nobody would live downtown or visit on the weekend and I am so proud this wonderful city has changed for the better. Thank you! John Heimark*
- *My name is martin herz I am from munich Germany and got helped by your employee rosalind did a fantastic job. Kind regards - Martin Herz*

Welcome Bags - The DCBID has been proactively reaching out to all residential communities and office buildings in the Downtown Center to see if they need welcome bags and/or any collateral. We delivered nearly 355 welcome bags this quarter (not including the housing tours).

Public Relations

The DCBID and our public relations firm, Grayling actively pursued, or is currently pursuing, press coverage for the following: Mother's Day, the summer campaign, "This is My Downtown and the DCBID renewal.

Marketing Roundtable Meetings - The DCBID hosted its monthly Marketing Roundtables, which is attended by over 60 Downtown Businesses. The businesses shared their marketing activities to bring people to the area and learned about the DCBID's efforts to support businesses in Downtown through its targeted marketing programs.

Annual Meeting

The DCBID Annual Property Owners Meeting was held on May 8 at 7:45am at the Los Angeles Athletic Club. The 2011 Annual Report was presented and Council members Perry and Huizar made brief presentations as well.

DCBID Renewal

On June 19, 2012, the Los Angeles City Council voted 13-0 to support and authorize the five-year renewal of the Downtown Center BID. This will be our fourth, five-year term and will go into effect on January 1, 2013.

Economic Development:

7th Street Retail Recruitment Program

- A new Economic Development Associate, Nina Decker, started with the DCBID in mid-April and will be our primary canvasser for this program
- Due to a unique opportunity, Nina Decker went to New York City to meet with potential retailers, restaurants and meet with the Grand Central Partnership BID to learn about their practices. Nina was able to meet with Kiehl's, Brooklyn Industries, Paul Smith, Pescatore Seafood Company and David Burke. Nina was also able to meet with Tungsten who is the retail developer and part owner in the ACE Hotel that is opening on Broadway. Nina attended the FFANY – International Shoe Trade Show to meet with various high end shoe manufacturers that may be interested in opening stores in Downtown.
- We talked to brokers, city council and building owners about bringing Eataly to 7th Street.
- We toured a number of local brokers on 7th Street to talk about collaborating on tenant recruitment.
- We worked with LAAC Co to bring new retailers to their ground level of the Los Angeles Athletic Club on 7th Street.
- We worked with a kitchen supply wholesaler in recruiting a kitchen store to 7th Street, as well as an optician.
- Nina Decker and Hal Bastian attended a retailer recruiter best practices workshop.
- The Z Gallerie showing got re-scheduled again. We hope that we will do it in June.
- We toured a number of local brokers on 7th Street to talk about collaborating on tenant recruitment.
- We worked with Brigade to open another concept on 7th Street.
- We pitched two tenants to close their transactions at FIGat7TH.

Other Retail

- We assisted a regional tenant to do multiple deals in Downtown.
- We meet with Jessica Wethington McLean, Tanner Blackman and Sara Hernandez from CD 14 to discuss possible retail strategies for Downtown.
- We worked with Towne, a new restaurant that is opening in July at the base of WaterMark Tower to facilitate its valet parking with the City.
- We worked with a restaurant that is opening on the ground floor of the Douglas Building to facilitate its approval process with the City.
- We met with a tenant at Grand Central Market to discuss business development strategies.

Broker Outreach

We met with brokers from Cushman & Wakefield, CBRE and Colliers. We also met with Tungsten from New York and TRG Real Estate Services, to give their brokers a Downtown update and to talk about how we can help them recruit tenants to Downtown from outlying markets.

Residential Market

- We saw an up-tick in interest from both investors and developers working to identify both mixed-use and multifamily deals.

- We met with Zip Car and are working with them on connecting with various buildings for car placement. Currently, they are places at the Pac Mutual Building, The Pegasus Building and The Mozaic Apartment Complex.

American Diabetes Association

We gave an orientation PowerPoint presentation to the new American Diabetes Association office that recently moved into 611 Wilshire Boulevard. This was a great win for us, as we recruited ADA from the LAX area to Downtown.

Residential Database

We continued updating our database to help us with outreach on a number of upcoming programs.

Pre and Elementary School

We had an excellent tour with an operator of 10 schools in Southern California and they are very interested in opening in Downtown. We worked with their broker to begin identifying potential sites.

Creative Economy Convergence Summit

We attended this special event hosted by the Mayor's Office, as well as the Cultural Affairs Department, on how to attract creative tenants to Los Angeles. As a result of this event, we met a potential retailer to recruit to 7th Street.

Rail-Volution

We continued working with the organizing committee for this important transit conference that is being held in October.

American Planning Association Convention

We gave two very well received tours and got great feedback from the delegates on the progress of Downtown since the APA's last conference that was held here about six years ago.

Pow Wow

This leisure travel convention drew over 6000 delegates and 505 members of the press from all over the world to help drive travel to the United States. We gave a tour to fifteen travel writers who, like the APA delegates, were impressed with our progress.

Quarterly DRMA Networking Event

The event will be executed with the assistance of the Watermarke Tower. We worked on outreach to ensure continued strong attendance for the July event.

Sixth Annual Downtown Dog Day Afternoon at the Cathedral

The event was ready to be executed in mid-July and we are worked on outreach to ensure continued strong attendance.

Fifth Annual Halloween Party for Downtown LA Kids

We continued planning the event and started to get sponsorships.

10th Annual Fall Downtown Los Angeles Program & Tour

We began creating a list for possible stops for the tour.

Housing Tours

We had full tours, with over 300 participants.

Business Walking Tours

We had very strong tours, with 40 participants.

Information Requests

We had about 300 requests.

Administration Program: Annual Budget \$998,920

Downtown Center Business Improvement District has actual revenues over net expenditures of \$2,376,634 versus a projected \$2,421,788 for the six months ended June 30, 2012. The \$45,000 difference is the result of lower-than-expected revenue partially offset by favorable timing differences within the Communications and Marketing programs for Business Recruitment, advertising, sponsorships, collateral materials and ambassador staffing.

After you have reviewed the documents, and if you have questions or need additional information, please feel free to contact me.

Sincerely,

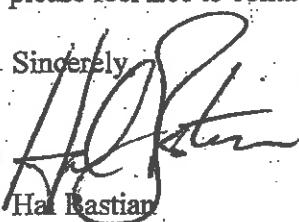

Hal Bastian
Senior Vice President &
Director of Economic Development

Table of Quarterly Expenditures as of December 31, 2012

| BUDGETED LINE ITEM | ACTUAL BUDGET | AMOUNT EXPENDED THIS PERIOD | TOTAL AMOUNT EXPENDED TO DATE | PROJECTED EXPENSES FOR NEXT BUDGET |
|-------------------------------|------------------|-----------------------------------|--|--|
| 1. Public Space Management | \$ 3,173,861 | \$ 772,567 | \$ 1,500,172 | \$ 786,016 |
| 2. Communications & Marketing | \$ 1,659,650 | \$ 286,126 | \$ 582,267 | \$ 365,225 |
| 3. Administration | \$ 998,920 | \$ 258,348 | \$ 533,262 | \$ 234,855 |
| 4. Total | \$ 5,832,431 | \$ 1,317,041 | \$ 2,615,701 | \$ 1,386,096 |



Live, Work & Play
Downtown L.A.

DOWNTOWN CENTER BUSINESS
IMPROVEMENT DISTRICT

RECEIVED
2012 OCT 32 AM 8:16

October 30, 2012

VIA EMAIL

Mr. Rick Scott
Administrative Services Division
City Hall, Room 224
200 N. Spring Street
Los Angeles, CA 90012

RE: Downtown Center Business Improvement District: 2012 Third Quarter Report

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The Safety Patrol focused on quality of life issues that were spiking in all areas of the district. Business's throughout were being effected by aggressive transient behavior. This prompted the DCBID to focus strategic patrols in the areas and also a request to LAPD for an increased presence of law enforcement personnel.

The Safety Patrol conducted refresher training on the following topics:

- Bike Patrol Refresher
- First Aid & CPR
- Impact Weapons
- Pepper Spray Use & Certification
- Customer Service

The DCBID has been contracted by the City of Los Angeles and Grand Performances to assist with Security needs for the Pershing Square Summer Concert Series and Grand Performances, which will take place during the 2nd and 3rd quarters.

Maintenance Services - We contract maintenance services through Chrysalis, a neighborhood nonprofit organization that offers employment opportunities to the homeless and economically disadvantaged.

Maintenance worked hard on removing the growing amount of ground-level graffiti and targeted problem areas within the district. High-rise graffiti was reported to the city.

Maintenance sweeper crews swept the sidewalks, emptied trash receptacles, removed illegal decals, scraped gum from public phone booths and provided graffiti removal as detailed above. The maintenance crew also deployed an M-20 sweeper/scrubber and M636 vacuum machine to pick up large items of trash on sidewalks. Maintenance crews collected 29,200 bags of trash and removed 32 abandoned shopping carts during the months of April May & June

BID ACTION (Homeless Outreach Team) - The DCBID Homeless Outreach Team is comprised of a mix of personnel from Chrysalis and UPS working together to assist the homeless. The ultimate goal of the outreach team is to assist getting those in need into stable housing or drug/alcohol programs.

In the last quarter, the homeless outreach team conducted homeless counts that averaged 145 homeless persons who sleep within the DCBID boundaries every night. During the 2nd quarter, the DCBID Outreach Team was able to assist 5 people check into in-house drug recovery programs in the city of Pomona, CA, effectively transitioning them from homeless.

Communications, Marketing and Economic Development Programs: Annual Budget \$1,659,650

Communications & Marketing

Endless Summer

In June the DCBID launched its annual summer campaign with a new name, Endless Summer. The hottest Downtown hotels offered exciting "staycation" packages that included discounted room rates, coupled with a fabulous experience, from dinner to event tickets. The campaign also featured attractive summer events to bring visitors to Downtown. Many of the attractions offered exclusive discounts to DowntownLA.com visitors. The campaign was promoted through a dedicated landing page, print advertising in the Downtown News, Google Search Engine Marketing, radio spots and online advertising through Clear Channel Radio. The DCBID also gave out two sweepstakes packages with prizes valued at \$2,140 in total. 10,000 postcards distributed Downtown and outlying areas by the Downtown Guides and Clear Channel street teams. Results include:

- 21,290 page views – a 140% increase over 2011
- 1,251 new names added to our email list (64% opt-in rate for contest participants)
- 315 new Facebook fans and 524 new Twitter followers, bringing our social networking audience to 17,804.

Branding Campaign – “This is My Downtown”

In mid-July we launched a new website highlighting where to shop, eat, play and stay Downtown, www.ThisIsMyDowntown.com. The interactive, testimonial based content shares Downtowner's personal experiences with videos produced by the DCBID and blogs posted by key residents, office tenants, business leaders, and the “man on the street.” The campaign is adaptable to both traditional and non-traditional forms of media including:

- Print – Los Angeles Magazine, Where Magazine, Downtown News
- Radio – KPCC
- Web – Blog Downtown, KPCC, Downtown News, Facebook & Twitter
- Outdoor – Street Pole Banners in partnership with FIGat7th beginning mid-October
- Video – Commercial during Street Food Cinema outdoor movie screening pre-shows

Public Safety Appreciation BBQ

The 13th Annual Public Safety Appreciation BBQ on Friday, September 28, 2012 at FIG at 7th was a great success. Over 1,350 guests attended the event, raising \$5,000 for the Los Angeles Police Memorial Foundation.

eNewsletter

The DCBID's monthly e-newsletters were sent to over 19,000 current subscribers.

Property Owner Quarterly Newsletter

The October - December issue of the quarterly Newsletter will be sent out to all stakeholders in early October. This issue will feature updates on the current campaigns, results from the summer campaign, previews of the Fall Tour, Halloween Party, and much more.

Welcome Map

The Welcome Map has been updated and 500,000 copies are currently being printed. The map itself was updated to include new buildings and attractions. The design was modified to accommodate an ad from FIGat7th and to promote the new Downtown LA Smartphone Application. The maps will be distributed in Downtown, as well as surrounding areas.

Website & Smart Phone App

We have been posting new businesses and upcoming events on our website and making sure the various ways businesses can promote themselves are fully functional.

The DCBID Smartphone applications for the Android and iPhone platforms are in their soft launch phase as we handle the final testing before their launch. Promotion of the apps will begin including email newsletters, DowntownLA.com email newsletters, postcard distribution, updated kiosk graphics, Facebook & Twitter outreach, and more.

Downtown Guides Program

During the quarter, the Downtown Ambassadors were active in their outreach to businesses, residents and visitors in the Downtown Center. The Guides were present at the weekly Farmer's Markets and deployed at special events.

During the quarter, the Ambassadors distributed 50,687 Welcome Maps and various pieces promoting venues in Downtown. They gave over 5,091 directions to places in Downtown, including restaurants and public transportation and contacted 463 businesses.

Sampling of Visitor Comments:

I just wanted to tell you that Rosalind was very helpful in explaining what I needed to do to get where I was going. I live in Houston, TX, and was visiting Los Angeles. She explained what I needed to do, as far as the subway, buses, etc. She was very helpful and courteous. It is so nice to have those information booths available for tourists.

*Thank you,
Linda Lutich*

Welcome Bags

The DCBID has been proactively reaching out to all residential communities and office buildings in the Downtown Center to see if they need welcome bags and/or any collateral. We delivered nearly 582 welcome bags this quarter.

Public Relations

Our public relations firm Grayling secured coverage for Dog Day Afternoon in Blog Downtown, Los Angeles Downtown News and KABC-TV. The Endless Summer Campaign was featured in the San Gabriel Valley Tribune and Los Angeles Times.

Marketing Roundtable Meetings

The DCBID hosted its monthly Marketing Roundtables, which is attended by over 60 Downtown Businesses. The businesses shared their marketing activities to bring people to the area and learned about the DCBID's efforts to support businesses in Downtown through its targeted marketing programs. The DCBID Marketing Committee welcomed Cory Hathaway from the Los Angeles Athletic Club as the new Co-chair. Angie McCabe of LBA Realty (former Co-chair) accepted the position of Chair.

Economic Development:

7th Street Retail Recruitment Program

- We attended the LARZ-Shoe Trade Show to meet with various high end shoe manufacturers that may be interested in opening stores in Downtown.
- We talked to brokers, city council and building owners about bringing Fred Segal, Paul Smith and Muji to 7th Street.
- We met with two building owners to discuss retail strategies for their buildings on 7th Street.
- We toured a number of local brokers on 7th Street to talk about collaborating on tenant recruitment.
- We are working with a few restaurants, coffee shops, health food concepts and a yoga studio that are interested in opening a location on 7th Street.
- We helped close the Sport Chalet deal that will be opening at Fig at 7th.
- We met with three building owners to discuss retail strategies for their buildings on 7th Street.
- We are working with restaurants, a large furniture store, a few National and Local fashion companies and a dance studio that are interested in opening a location.
- We have been actively talking to brokers, city council and building owners about bringing large, credit tenants to our district.

Other Retail

- We worked closely with Jessica Wethington McLean from CD14 with her retail recruiting program called Bringing Back Broadway.

- We helped in facilitating Spring, a new restaurant, that is opening on the ground floor of the Douglas Building.
- We helped a new wine bar that is opening on 8th Street with obtaining city permits and approvals.
- We toured over 10 different restaurants and 4 different fashion retailers that are interested in opening locations in our District.
- Two great restaurants have opened Towne Food & Drink, located on 9th Street and Soleto Trattoria and Pizza Bar, on Figueroa Street.
- We toured an International Buddhist Temple that is interested in opening a location in Downtown.
- Overall, we toured over 15 different restaurants, 1 bank, 1 hospital, 8 fashion retailers, 3 furniture stores and 4 large box retailers that are interested in opening locations in our District.
- Grand Central Market is expecting to expand their hours and is currently looking for new restaurants.
- A high end restaurant called Le Ka opened at 800 W. 6th Street.

Trade Association Meetings

- We attended the International Council of Shopping Center (ICSC) Convention in San Diego in September and had a trade show booth to promote Downtown retail.
- We attended the international Downtown Association (IDA) Conference in Minneapolis Minnesota to learn and teach best practices.

Office Broker Outreach

We met with brokers from CBRE, Colliers, Jones Lang LaSalle, Rosano Partners and TRG Real Estate Services, to give their brokers a Downtown update and to talk about how we can help them recruit tenants to Downtown from outlying markets.

Residential Market

- The Brockman Building, a market rate rental project on 7th Street opened in July and is currently at 23% occupancy in less than two months.
- The Apex Building, a market rate rental project on Figueroa Street, is bringing to market 271 units in September.
- We saw an up-tick in interest from both investors and developers working to identify both mixed-use and multifamily deals.
- We gave private tours to three significant developers interested in market rate housing developments in the Downtown market.

Residential Database

- We continued updating our database to help us with outreach on a number of upcoming programs.
- We hosted a lunch for Action Property Management who oversees 13 residential condo buildings in Downtown to ensure a continued partnership in the community.

Education

- We toured two private accredited colleges that are interested in opening campuses in Downtown.
- We are actively working with a Charter School to open in Downtown.

Health Care

- We met with a large medical hospital group who is exploring the idea of opening a facility in Downtown.
- We are actively working with a 24-hour a veterinary hospital which is scheduled to open in 2012.

Green Space

- We welcomed the opening of Grand Park on July 26th, 2012.
- We had the ground breaking event for the Spring Street Park on August 2nd, 2012.

Quarterly Downtown Residential Management Association (DRMA) Networking Event

- We collaborated with Mo-Chica on 7th Street to host a DRMA event with an attendance over 50 residential building managers on July 9th, 2012.
- We collaborated with the WaterMarke Tower and Towne Food & Drink to host a DRMA event with an attendance over 100 residential building managers on July 18th, 2012.
- We are planning two more DRMA events for the 4th Quarter of 2012.

Sixth Annual Downtown Dog Day Afternoon at the Cathedral

The event was held July 11th, with our strongest attendance ever; 904 dogs and over 1400 people attended this very successful community building event.

Fifth Annual Halloween Party for Downtown LA Kids

We started to gather sponsorships for this event. We worked closely with the Marketing Team to ensure a strong attendance.

10th Annual Fall Downtown Los Angeles Program & Tour

We began planning the Fall Tour with a mid-November date. We finalized the list of guest speakers and points of interest for the tour. We worked on outreach to ensure continued strong attendance.

Housing Tours

During July and September we had almost 100 participants. We were dark in August.

Business Walking Tours

We had very strong tours in July and September, with about 36 participants. We were dark in August. We created a dynamic video to help with the marketing of our Business Walking Tour that can be previewed on www.DowntownLA.com.

Information Requests

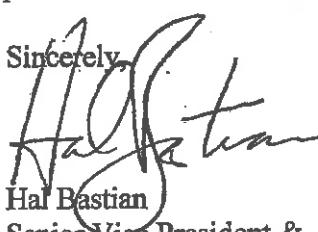
We had about 200 request requests.

Administration Program: Annual Budget \$998,920

Downtown Center Business Improvement District has actual revenues over net expenditures of \$1,556,565 versus a projected \$1,285,693 for the nine months ended September 30, 2012. The \$271,000 difference is the result of favorable timing differences within the Communications and Marketing programs for Business Recruitment, advertising, sponsorships, collateral materials and ambassador staffing.

After you have reviewed the documents, and if you have questions or need additional information, please feel free to contact me.

Sincerely,



Hal Bastian
Senior Vice President &
Director of Economic Development

Table of Quarterly Expenditures as of December 31, 2012

| 1. Public Space Management | \$ 3,173,861 | \$ 744,271 | \$ 2,244,443 | \$ 929,418 |
|-------------------------------|--------------|--------------|--------------|--------------|
| 2. Communications & Marketing | \$ 1,659,650 | \$ 350,871 | \$ 933,138 | \$ 726,512 |
| 3. Administration | \$ 998,920 | \$ 276,631 | \$ 809,893 | \$ 189,027 |
| 4. Total | \$ 5,832,431 | \$ 1,371,773 | \$ 3,987,474 | \$ 1,844,957 |



January 30, 2013

VIA EMAIL

Mr. Rick Scott
Administrative Services Division
City Hall, Room 224
200 N. Spring Street
Los Angeles, CA 90012

RE: Downtown Center Business Improvement District: 2012 Fourth Quarter Report

Dear Mr. Scott:

We are pleased to provide you with the required reporting of the activity for the Downtown Center Business Improvement District (DCBID) for the fourth quarter of 2012:

Public Space Management Programs: Annual Budget \$3,173,861

Safety Services - We contract safety services through Universal Protection Services (UPS). Patrol services are in place 24 hours a day, seven days a week and are deployed on foot patrols, bicycles and vehicles from the Service Center facility located at 528 South Spring Street. Safety personnel responded to 34,133 calls for service and self-observed incidents, as well as providing directions and assistance to 2,788 citizens during the months of October, November & December.

The Safety Patrol focused on quality of life issues that were spiking in all areas of the district. Business's throughout were being effected by aggressive transient behavior. This prompted the DCBID to focus strategic patrols in the areas and also a request to LAPD for an increased presence of law enforcement personnel.

The Safety Patrol conducted refresher training on the following topics:

- Customer Service
- Cultural Diversity
- First Aid & CPR
- Bike Patrol Procedures
- Weaponless Defense

No special events occurred during this quarter

Maintenance Services - We contract maintenance services through Chrysalis, a neighborhood nonprofit organization that offers employment opportunities to the homeless and economically disadvantaged.

Maintenance worked hard on removing the growing amount of ground-level graffiti and targeted problem areas within the district. High-rise graffiti was reported to the city.

Maintenance sweeper crews swept the sidewalks, emptied trash receptacles, removed illegal decals, scraped gum from public phone booths and provided graffiti removal as detailed above. The maintenance crew also deployed an M-20 sweeper/scrubber and M636 vacuum machine to pick up large items of trash on sidewalks. Maintenance crews collected 32,599 bags of trash and removed 22 abandoned shopping carts during the months of October, November & December.

BID ACTION (Homeless Outreach Team) - The DCBID Homeless Outreach Team is comprised of a mix of personnel from Chrysalis and UPS working together to assist the homeless. The ultimate goal of the outreach team is to assist getting those in need into stable housing or drug/alcohol programs.

In the last quarter, the homeless outreach team conducted homeless counts that averaged 150 homeless persons who sleep within the DCBID boundaries every night. During the 4th quarter, the DCBID Outreach Team was able to assist 10 people check into in-house drug recovery programs in the city of Pomona, CA, effectively transitioning them from homeless.

Communications, Marketing and Economic Development Programs: Annual Budget \$1,659,650

Communications & Marketing

Holidays in Downtown LA

The DCBID's holiday campaigns promoted Downtown LA as *the* destination for holiday events and shopping. They showcased Downtown's concerts, performances, tree lightings, fashion boutiques, museum stores, luxurious hotels, and award winning restaurants. Six businesses offered exclusive specials and 13 businesses contributed items to the Holiday Staycation giveaways.

The marketing plan included radio spots with business name mention on KCRW, KPCC, and KOST; ads in the Downtown News; search engine marketing; flyers distributed throughout Los Angeles; a holiday video; Facebook photo contests; digital recipes from Downtown LA chefs and mixologists; and PR.

The campaign generated 1,099 likes on Facebook, 1,124 additions to our email list (increase of 25% compared to last year,) and 40,045 page views (increase of 48% compared to last year.)

Kendra Walker, Marketing Manager at the Millennium Biltmore Hotel, shared "I am proud of the Biltmore's ongoing relationship with the DCBID. I realized the value of the promotion when I turned on KCRW and heard the Biltmore's name mentioned in the holiday radio promotion. The advertising, as well as the amazing coverage on DowntownLA.com we've received throughout the holidays, is fantastic!"

Branding Campaign – "This is My Downtown"

We filmed two additional videos for www.ThisIsMyDowntown.com. This interactive, testimonial-based website shares Downtowner's personal experiences about living, working, and playing in Downtown LA. The new videos featured LA Phil Principal Horn Player and Colburn School professor Andrew Bain and the Buckley family of four who live in the Packard Lofts.

eNewsletter

The DCBID's monthly e-newsletters were sent to over 19,000 current subscribers. They highlight new business openings, Downtown events, and special offers to our subscribers.

Property Owner Quarterly Newsletter

The Q4 issue of the quarterly newsletter will be sent out to all stakeholders in late January/early February. This issue will feature results from the holiday campaign, a recap of the 10th Annual Fall Program & Tour and the 5th Annual Halloween Party for Downtown LA Kids, and much more.

Welcome Map & Welcome Bags

The Welcome Map and Bags continue to be in high demand. The maps are distributed via our Downtown Guides in Downtown LA and via Certified Folder Display to major transportation hubs and tourist attractions in Southern California. The Welcome Bags greet new tenants and residents when they move in.

Website

We have been posting new businesses, upcoming events, and promotions on our website. The marketing team continues to meet weekly to discuss the redesign of our website this year. Highlights from our discussion include creating an introductory video about Downtown LA, reorganizing the content based on visitor interest, and adding compelling photography.

Downtown Guides Program

The Downtown Guides were active in their outreach to businesses, residents, and visitors in the Downtown Center. The Guides were present at the weekly Farmers' Markets and deployed at special events including Downtown on Ice in Pershing Square.

During October and November, the Ambassadors provided 5,595 directions and contacted 700 businesses. The iPad program launched, allowing the Ambassadors to tally their activity and provide directions, menus, and additional information to visitors.

Sampling of Visitor Comments: Just a note to express my gratitude for the work and services of your employee Angel, and all she does for us here at the Stillwell Hotel. - Tammy Morton, Stillwell Manager

Public Relations

Our public relations firm secured coverage for the 5th Annual Halloween Party for Downtown LA Kids, Housing Bus Tours, the 10th Annual Fall Program & Tour, and our Holiday Campaign. They facilitated interviews with Downtown property owners and experts for a story in the LA Business Journal on creative office spaces.

Marketing Roundtable Meetings

The DCBID hosted its monthly Marketing Roundtables. With over 60 attendees, businesses shared their marketing activities and learned about the DCBID's efforts to support businesses through our targeted marketing programs. Presentations at the meetings included the Cystic Fibrosis Stair Climb, Los Angeles Center for Women's Health, DTLA Resident Program, and Downtown Film Festival. In early October, Border Grill hosted the annual DCBID Marketing Committee Retreat where we discussed marketing campaigns and ideas for 2013.

Economic Development:

7th Street Retail Recruitment Program

- Target opened on 7th and Figueroa, anchoring our 7th Street Retail Program.
- Wilshire Grand Project at the corner of 7th and Figueroa started demolition for the future site on the 70 story luxury hotel.
- We met with four building owners to discuss retail strategies for their buildings on 7th Street.
- We spoke to brokers, city council offices and building owners about bringing large, credit tenants to our district.
- We worked with restaurants / bars, an ice cream shop, furniture stores, a few National and Local fashion companies, a scooter company and a dance studio that are interested in opening a location on 7th Street.
- We worked the Mayor's Office on bringing Made in LA designers to open stores on 7th Street.

Other Retail

- We worked closely with city council on the retail recruiting program called Bringing Back Broadway. The Bringing Back Broadway committee is now working with We Are Giants, a marketing firm who will help with retail recruiting and branding Broadway.
- We worked closely with two new restaurants that are opening on 2nd Street with permitting and expediting.
- We built community in our District by adding more services for the residents by adding a laundry mat and hardware store.
- Overall, we toured over 20 different restaurants, 1 bank, 1 hospital, 1 hotel, 8 fashion retailers, 3 furniture stores and 4 large box retailers that are interested in opening locations in our District.
- Grand Central Market is expecting to expand their hours and is currently looking for new restaurants.

Broker Outreach

- We attended Economic Development Conferences and Events; BOMA Award Ceremony, UCLA – The Future of Downtown Los Angeles and the Crocker Symposium.
- We developed stronger relationships with various brokerage firms to discuss recruiting retail tenants to Downtown. A few of the Broker Firms: CBRE, Colliers, Jones Lang LaSalle, Kennedy Wilson, Rosano Partners, TRG Real Estate Services, illi Commercial Real Estate and Keller Williams.

Residential Market

- The Apex Building, a market rate rental project on Figueroa Street opened and had residents move-in on November 1st.
- The Beacon Condo Project opened for sales on November 10th. This was the first release of condos into Downtown Los Angeles in 2012.
- We saw an up-tick in interest from both investors and developers working to identify both mixed-use and multifamily deals.
- We met with three developers interested in new construction residential projects in our District.

- We worked with new ground breaking developments on retail strategies for the future retail spaces that will be coming to market in 2013 and 2014.

Education

- We worked with a Charter School to open in Downtown.
- We worked with two accredited colleges to open locations in our District.
- We worked with a well known after school mentorship program to relocate its campus to Downtown.

Health Care

- We met with a large medical hospital group who is exploring the idea of opening a facility in Downtown.
- We worked on a 24-hour a veterinary hospital which is scheduled to open in 2013.

Quarterly DRMA (Downtown Residential Management Association) Networking Event

- We hosted a DRMA event at LA Brewing Company in October, Le Ka in November and one at Border Grill in December, drawing scores of attendees.

Fifth Annual Halloween Party for Downtown LA Kids

We had a great response for our Annual Halloween Party. Over 1,400 people attended.

10th Annual Fall Downtown Los Angeles Program & Tour

The 10th Annual Fall Tour was held at Dorothy Chandler Pavilion. We had over 250 people in attendance from real estate brokers, developers, retail stores and hotel flags looking to invest in Downtown Los Angeles. This event has already led to multiple meetings regarding our District.

Housing Tours

We had four full tours, with almost 300 participants in total.

Business Walking Tours

We had about 25 participants.

Information Requests

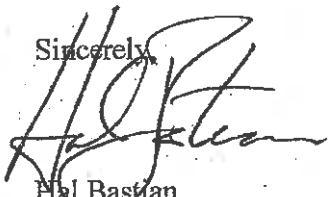
We had over 300 requests.

Administration Program: Annual Budget \$998,920

Downtown Center Business Improvement District has actual revenues over net expenditures of \$16,120 versus a projected (\$175,470) for the twelve months ended December 31, 2012. The \$192,000 difference is the result of favorable permanent differences within the Communications and Marketing programs for Business Recruitment, advertising, sponsorships, collateral materials and ambassador staffing.

After you have reviewed the documents, and if you have questions or need additional information, please feel free to contact me.

Sincerely,



Hal Bastian

Senior Vice President &
Director of Economic Development

Table of Quarterly Expenditures as of December 31, 2012

| Quarterly Expenditures as of December 31, 2012 | | | | |
|--|--------------|--------------|--------------|--------------|
| 1. Public Space Management | \$ 3,173,861 | \$ 772,203 | \$ 3,016,646 | \$ 788,950 |
| 2. Communications & Marketing | \$ 1,659,650 | \$ 453,497 | \$ 1,386,635 | \$ 379,525 |
| 3. Administration | \$ 998,920 | \$ 344,883 | \$ 1,154,776 | \$ 270,300 |
| 4. Total | \$ 5,832,431 | \$ 1,570,583 | \$ 5,558,057 | \$ 1,438,775 |